

MEMORANDUM

To: Indiana School Superintendents, Principals and Counselors

From: Dr. Tony Bennett, Superintendent of Public Instruction
Teresa Lubbers, Commissioner for Higher Education

Date: February 5, 2010

Re: Indiana's Cash for College Campaign

Schools across Indiana are preparing for the state's Cash for College campaign, an initiative designed to encourage Hoosier students and families to plan to pay for college. Made possible by the federal College Access Challenge Grant, the campaign promotes practical, grade-specific steps for Hoosier students, all leading up to the state's March 10th deadline for filing the Free Application for Federal Student Aid (FAFSA).

Billions of dollars in federal financial aid are available this year, and we want to make sure Hoosier students receive their share. Led by our Learn More Indiana outreach partnership, Cash for College is mobilizing local communities to leverage two existing statewide events held later this month: FAFSA Fridays and College Goal Sunday.

- **FAFSA Fridays**, free online webinars that allow students to chat with financial aid experts. It will take place on Feb. 12 and 19 at two times on each day: 2 p.m. and 6 p.m. (EST). To log on, participants will just need to visit www.learnmoreindiana.org/cashforcollege a few minutes before the start time.
- **College Goal Sunday**, a free event where financial aid professionals help students file the FAFSA. It will take place on Feb. 21 at 2 p.m. (local time) at 37 sites across Indiana. To find the nearest location, visit www.collegegoalsunday.org. High school seniors that file FAFSAs at a College Goal Sunday location will be **entered to win a \$1,000 scholarship** (one will be awarded for each site).

Last week, Cash for College toolkits were sent to high school counselors, and additional online toolkits for elementary and middle schools are available at www.learnmoreindiana.org/cashforcollege. If your high school has not received its kit, please call the Learn More Indiana Helpline at 1-800-992-2076. *(The boxes are in the shape of a long triangular prism and have green labeling.)*

Thank you for supporting Indiana's Cash for College campaign. Additional information is available at www.learnmoreindiana.org/cashforcollege. If you have questions, please e-mail info@learnmore.org.